

UK ANTI-SPAM LAWS HELP THE FIGHT AGAINST SPAM

Submitted by: Onechocolate Communications

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11th December 2003 - Brightmail, the leading anti-spam software company, has welcomed the introduction of UK anti-spam laws from today - 11th December 2003 - as part of a rounded strategy of law enforcement, international cooperation, education and technological measures to effectively tackle the spam problem.

Enrique Salem, CEO and president, Brightmail said: Making spam a crime is a critical tool in fighting this problem and we welcome these laws going on the statute book in the UK. Whats significant is that this is happening in so many countries at the same time, progressing the goal of international co-operation on solving spam which crosses frontiers so freely.

There is no single silver bullet for solving this problem. But, we believe that a strong conjunction of enforceable laws, education of consumers and businesses, and powerful but accurate anti-spam technologies will ultimately bring spam under control. It is vital that as we work to stop spam, we dont impede the usability of email or the Internet. Anti-spam measures must be focused on removing the spam from the Internet, whilst avoiding the collateral damage of incorrectly blocking legitimate email.

The introduction of anti-spam laws is part of the UK Governments implementation of the European Directive on Privacy and Electronic Communications. This includes new laws to prosecute spammers and allows Internet users to opt-in to receive commercial email. Other European Union member states are implementing similar legislation. In December 2003, federal anti-spam legislation was introduced in the United States and Australia.

The proof of the effectiveness of these laws will lie in how aggressively they are enforced and how well countries cooperate to shut down cross-border spam traffic. The company believes that a combination of strong legal, education and technology measures in conjunction with governmental and industry cooperation on an international scale, will be key to controlling spam as a serious threat to businesses and consumers worldwide.

Brightmail, which filters over 77 billion email a month or 15 percent of the worlds Internet email, is currently blocking over two billion spam a day on behalf of its enterprise and internet service provider customers. The high accuracy of its anti-spam systems is that such that less than one- in- one million spam is incorrectly identified as spam.

Brightmail currently classifies 56 percent of email as spam with 31 percent of UK spam categorised as product related, 18 percent adult or pornographic and 13 percent are scams. This latter category has grown from four percent of spam in June 2003 as spammers have begun to use increasingly more sophisticated forms of email spam to trick consumers to reveal their personal financial details.

About Brightmail

Brightmail, the anti-spam market leader, delivers anti-spam technology that makes messaging environments secure and manageable. PC Magazine's EDITORS CHOICE for best enterprise anti-spam software, Brightmail Anti-Spam protects the email networks of businesses, government agencies, and service providers, blocking unsolicited bulk email, or "spam", while assuring that legitimate mail is reliably delivered. Brightmail protects over 1,500 of the world's leading enterprises, including Avaya, eBay, Bechtel, Booz Allen Hamilton, Cisco, Cypress Semiconductors, Deutsche Bank, Eastman, John Hancock, Lucent Technologies, Microsoft, Motorola, SAS and Terra Lycos. Brightmail also provides spam protection for the leading Internet service providers, including AT&T WorldNet, EarthLink, MSN, TelstraClear, and Verizon Online. Brightmail now protects more than 300 million service provider customers, and 5 million enterprise email users worldwide. Headquartered in San Francisco, California, Brightmail is a private, profitable company backed by world-class investors and partners. For more information, visit www.brightmail.com.

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